



# DEPARTMENT OF PUBLIC SAFETY

200 E. Washington Street, Suite E-270, Indianapolis IN, 46204

Telephone: (317) 327-5090 ~ Fax: (317) 327-3446

June 6, 2013

Todd Harper, Chair  
IEMS

Re: DPS Outreach & Communications

Dear Todd and Team Members:

The Department of Public Safety (DPS) is reviewing components of DPS operations, budget, and administration and processes so that DPS can best serve the citizens' of our community. We deeply appreciate your willingness to contribute your valuable time and considerable skills to this important endeavor.

A chairperson has been assigned to each team and will be responsible for facilitating the team's goals and objectives. The team's ultimate goal will be to review policies and procedures enhancing DPS's outreach and communications to the citizens of Indianapolis.

Todd Harper has been asked facilitate your efforts to accomplish these goals and objectives. A final report will be provided by your team with recommendations for DPS Outreach & Communications. Every effort should be made to reach a consensus. In the event a consensus is not reached, the majority recommendations are final, but the report shall record the dissenting perspective. A list documenting the members and their vote will be submitted with the final report. The report should include a plain statement of the problem(s), a summary of the team's conclusions and concrete and measurable recommendations which DPS can undertake to improve DPS's operations, budget, administration and processes.

Once the team has issued a report, the report will be sent to the appropriate departmental chief so that they will have the opportunity to review the report, respond to the recommendations, and prepare a written plan that includes a timetable for implementation of the team's recommendations.

DPS strives to operate in a transparent, efficient, and effective manner in order to best serve our employees and our community. To help achieve this goal, all documentation will be made available to the public via the DPS Director's Office website at [www.indy.gov/DPS](http://www.indy.gov/DPS).

Thank you for your assistance.

Very truly yours,

D. Troy Riggs  
Public Safety Director  
Department of Public Safety  
City of Indianapolis



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## DPS Outreach & Communications

### Overview

The Department of Public Safety is establishing efficiency teams to review and analyze key public safety functions and processes. Approximately 25-30 teams will be set up and each team will have its own mission, goals, and objectives.

The efficiency teams will be cross-functional and will be comprised of representatives from the public, employees, labor, public boards, neighborhood associations, and the City-County Council. The overarching goal of each team will be to enhance DPS's operational efficiency and effectiveness.

### Mission

The mission of the DPS Outreach & Communications team is to:

- Develop a system which provides accurate, timely information to the public
- Ensure that communication methods are easy to use and convenient

### Team Members

The Team will consist of ten (10) members, as follows:

1. Todd Harper, chair – IEMS PIO
2. Mark Reynolds – ISA
3. Rita Burris – IFD PIO
4. Kendale Adams – IMPD PIO
5. Jim Floyd – MESH
6. Michelle O'Keefe – IEMS media relations
7. IUPUI student
8. Dawn Contos – ACC
9. Elia James – Homeland Security PIO
10. Trish Smithwick – Sprint public sector account manager
11. Jodi Golden – Community representative (marketing/p.r. background)

### Staff Resources

Lori White, Director's Office

### General Operating Guidelines

1. After its initial meeting, the team shall meet upon the call of the chair or a majority of its members
2. The team will meet and begin its operations as soon as practical
3. General Team Timeline:
  - a. Meetings from June 6, 2013 – July 25, 2013
  - b. Final report/recommendations by August 1, 2013



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- c. The timeline will be amended if the Team needs additional time to complete its work
4. Team will report final recommendations to Chief of Police, Chief of Fire, and the Animal Care & Control Chief

## **Powers and Duties of the Team**

The Team shall review policies and practices regarding the use of social media and will make recommendations to enhance DPS's outreach with the community:

1. Review current types of media, ie: print, social media, internet, smart phones
2. Develop plan to improve community outreach using social media
3. Review best practices for use of social media from other jurisdictions
4. Develop protocol for using social media, internet, etc for communicating important information-daily
5. Develop protocol for using social media, internet, etc for communicating important information-emergent/crisis situation
6. Review best practices for crisis contingency communication: smart phones, laptops, cellular carrier companies, social media
7. Review using the DPS/IMPD/IFD websites to communicate information to the public

## **Policy and Operating Guidelines**

1. The Team Chair will call for consensus and will seek to identify common ground on policies, recommendations and issues as the team receives and processes data and information.
2. If the team cannot reach consensus on particular issues, they will be placed on a pending issues list and revisited periodically with an objective to reach a conclusion.
3. The Team Chair will do a recap and review of subject matter and policy discussion at each meeting.

## **Data Provided**

- Team will provide its own data as Chair builds team and as they develop a system which provides accurate, timely information to the public reviewing communication types and best use practices.

## DPS Outreach and Communications Team

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Harper, Todd (317-327-6041)	Chair, IEMS, PIO	<a href="mailto:todd.harper@indy.gov">todd.harper@indy.gov</a>
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